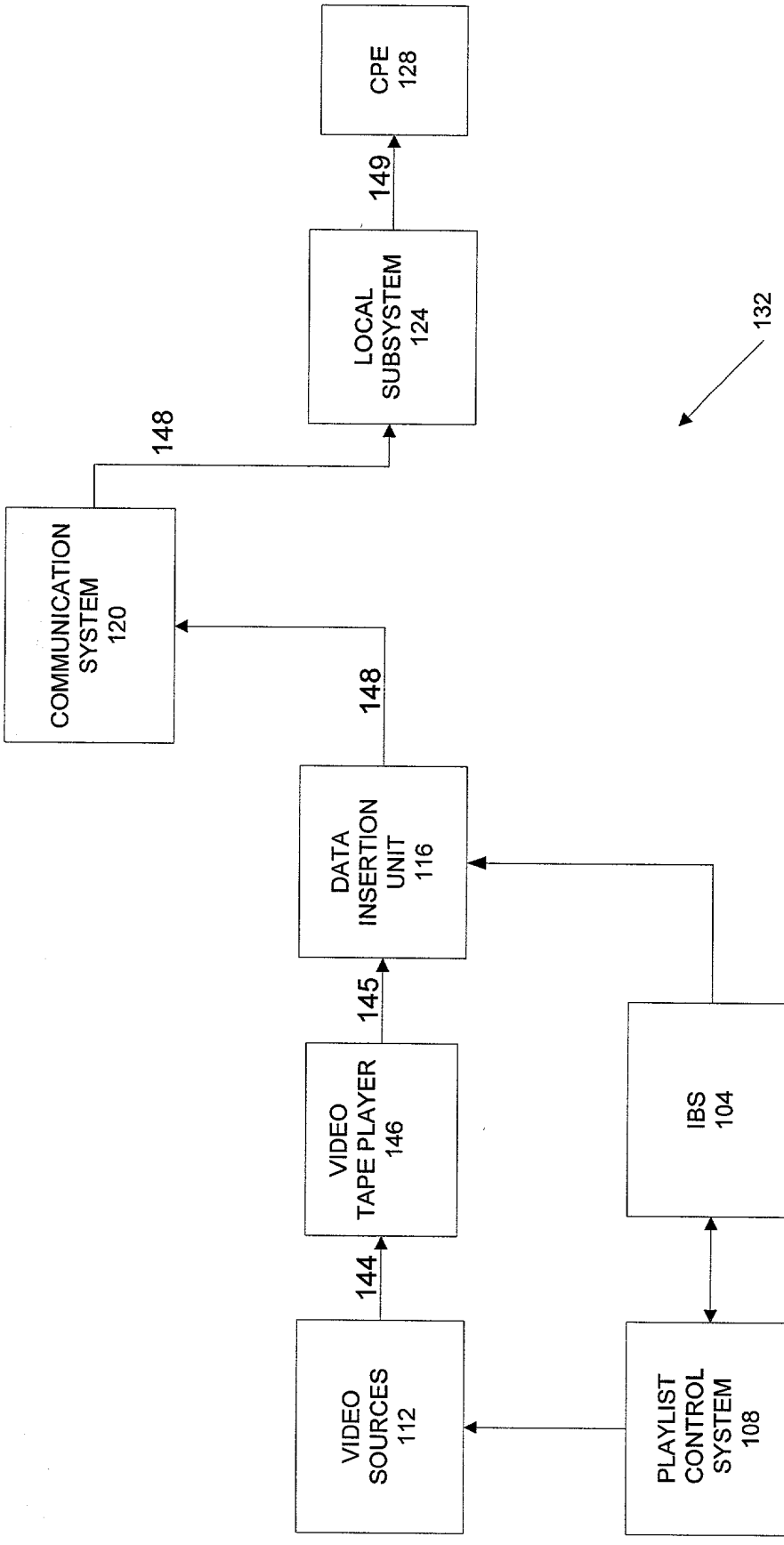


FIG. 1 (PRIOR ART)

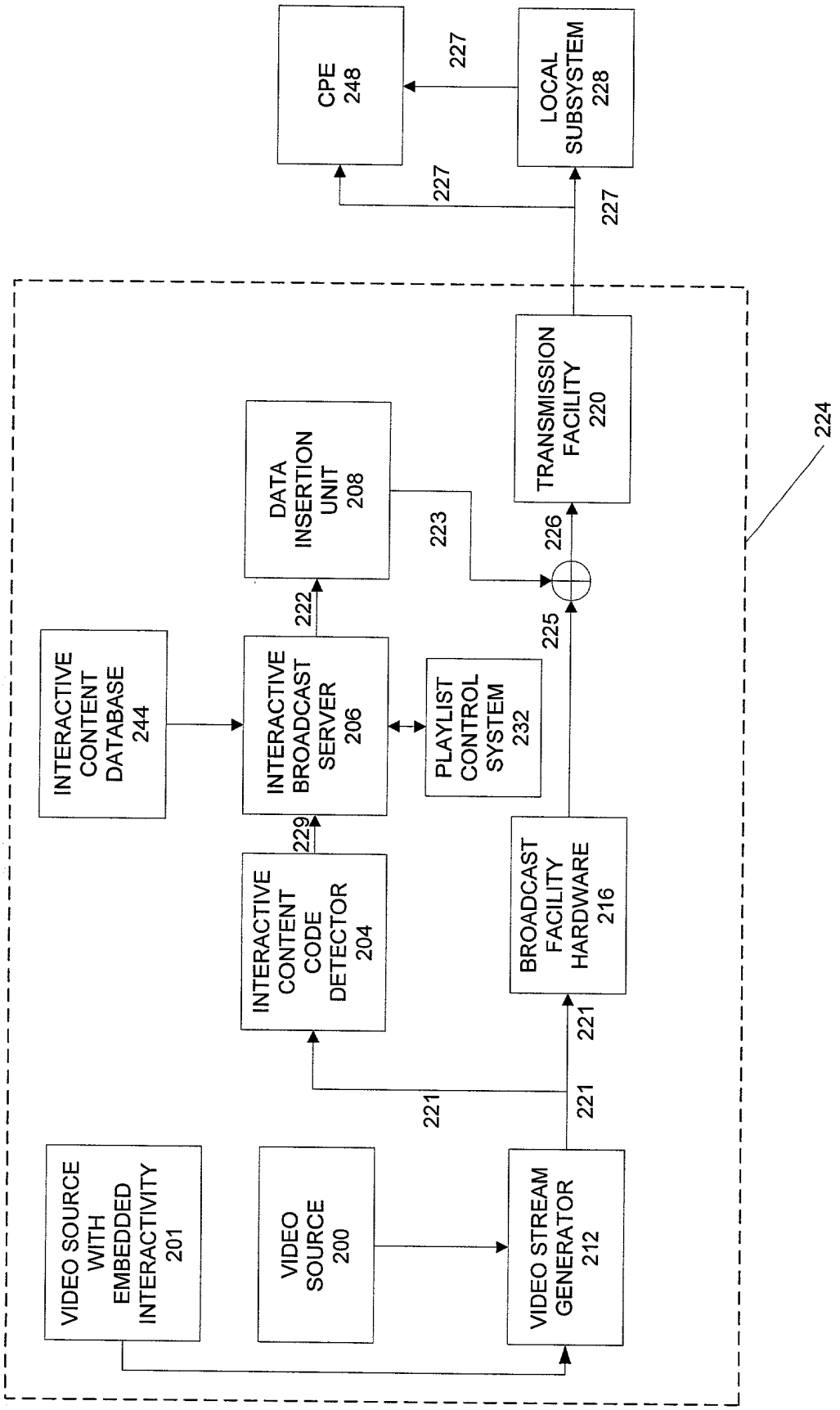
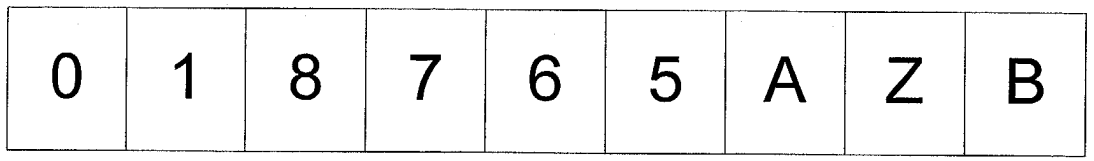

CPE 248
227
LOCAL SUBSYSTEM 228
227
227
TRANSMISSION FACILITY 220
224
DATA INSERTION UNIT 208
223
226
222
INTERACTIVE CONTENT DATABASE 244
INTERACTIVE BROADCAST SERVER 206
PLAYLIST CONTROL SYSTEM 232
225
229
INTERACTIVE CONTENT CODE DETECTOR 204
BROADCAST FACILITY HARDWARE 216
221
221
221
VIDEO SOURCE WITH EMBEDDED INTERACTIVITY 201
VIDEO SOURCE 200
VIDEO STREAM GENERATOR 212

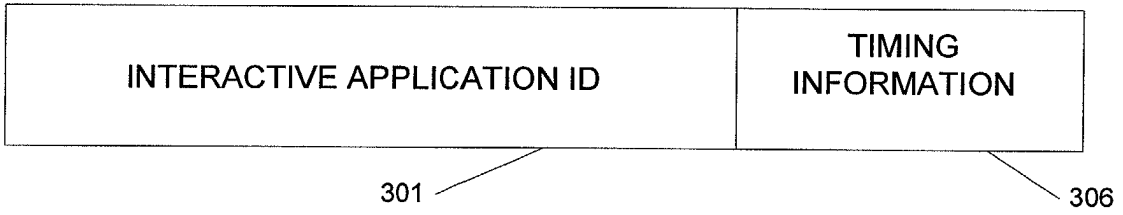
FIG. 2



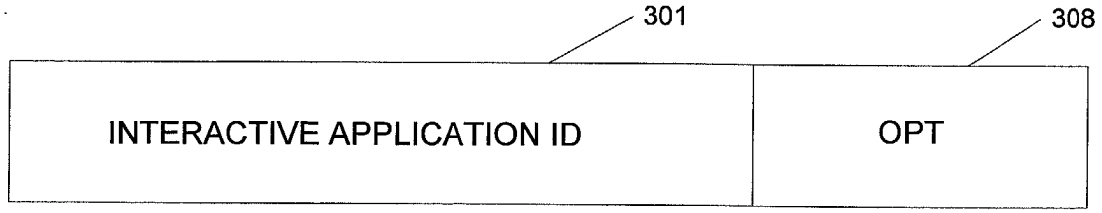
INTERACTIVE CONTENT CODES

300

INTERACTIVE APPLICATION IDENTIFIER 301



ENHANCED INTERACTIVE CONTENT IDENTIFIER 302



INTERACTIVE CONDITIONAL CODE 303

FIG. 3

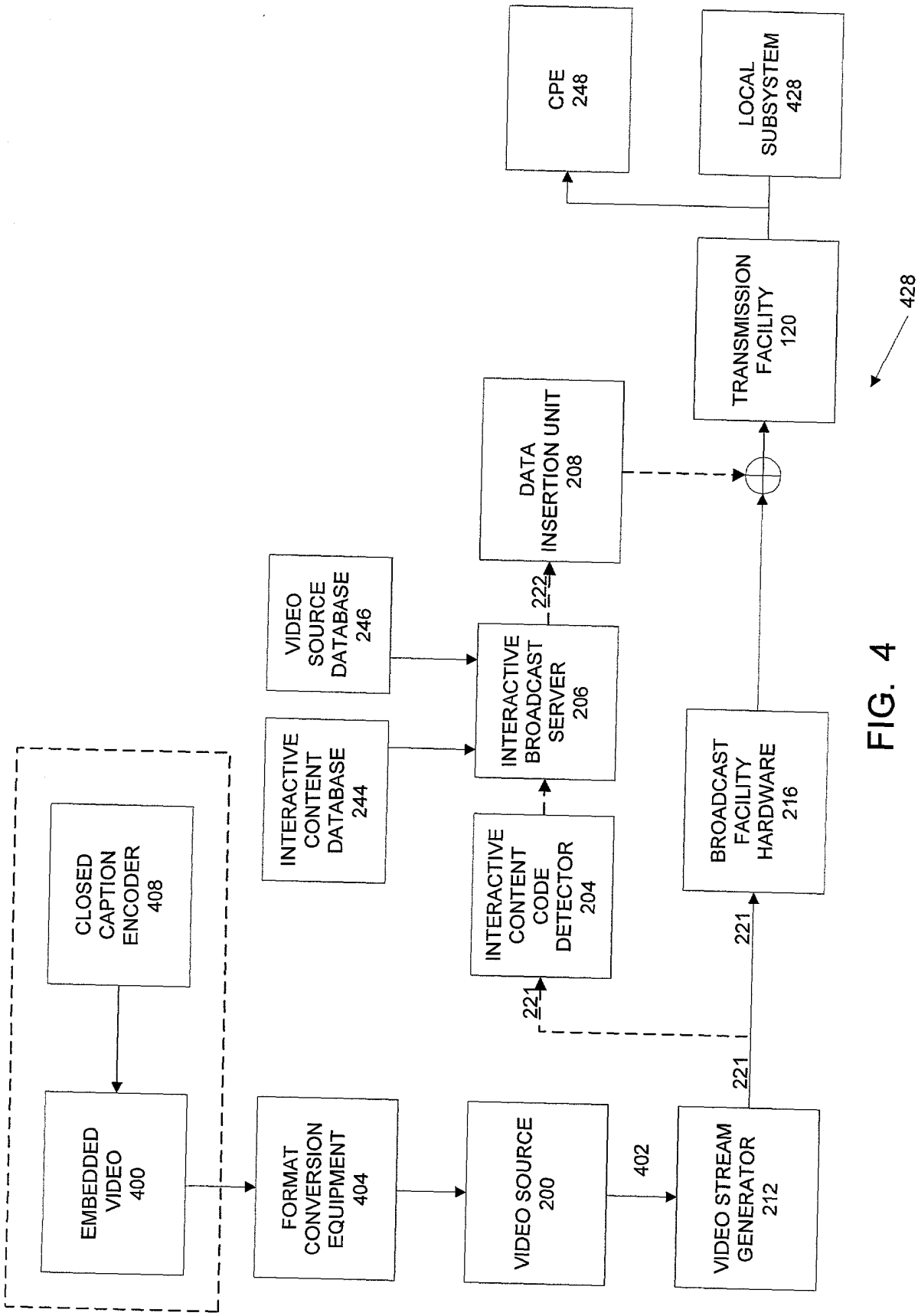

CPE 248
LOCAL SUBSYSTEM 428
TRANSMISSION FACILITY 120
428
DATA INSERTION UNIT 208
222
VIDEO SOURCE DATABASE 246
INTERACTIVE BROADCAST SERVER 206
INTERACTIVE CONTENT DATABASE 244
INTERACTIVE CONTENT CODE DETECTOR 204
BROADCAST FACILITY HARDWARE 216
221
221
221
CLOSED CAPTION ENCODER 408
EMBEDDED VIDEO 400
FORMAT CONVERSION EQUIPMENT 404
VIDEO SOURCE 200
402
VIDEO STREAM GENERATOR 212

FIG. 4

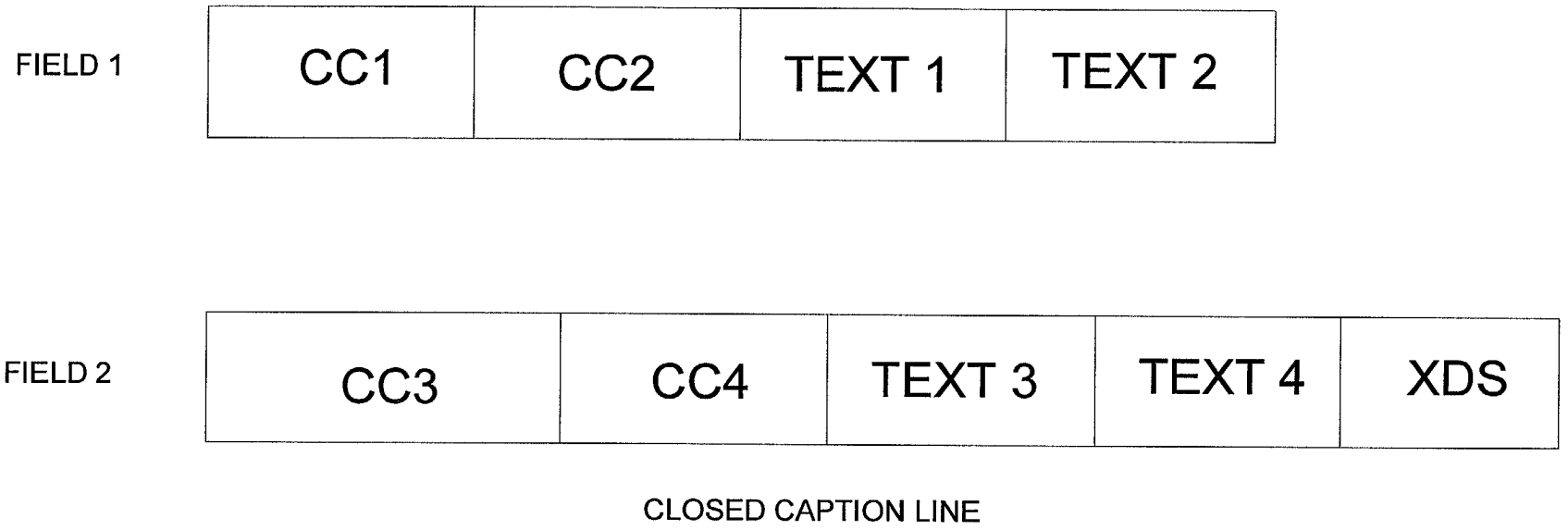

FIELD 1
CC1
CC2
TEXT 1
TEXT 2
FIELD 2
CC3
CC4
TEXT 3
TEXT 4
XDS
CLOSED CAPTION LINE

FIG. 5

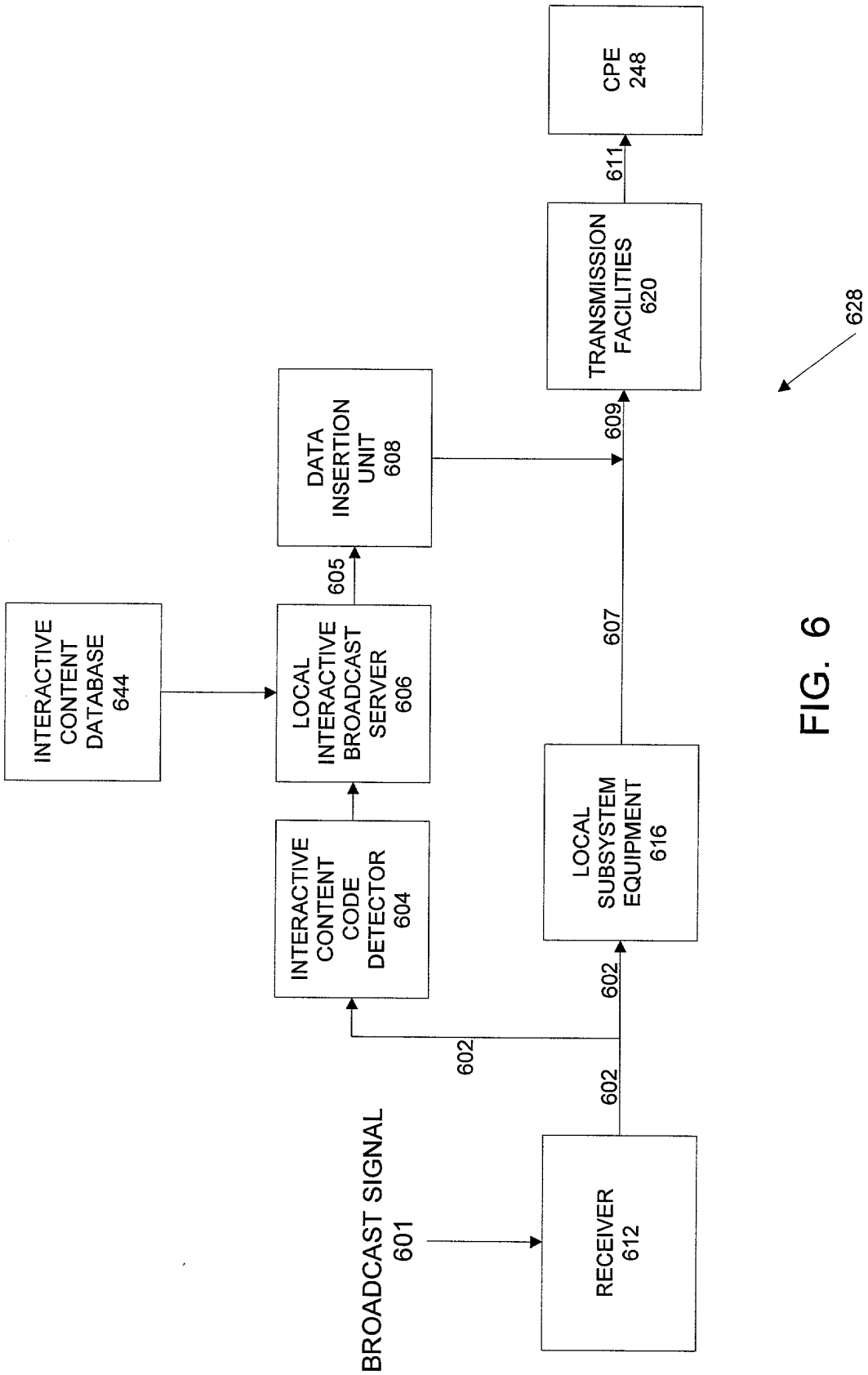

BROADCAST SIGNAL
601
RECEIVER
612
602
602
602
INTERACTIVE
CONTENT
CODE
DETECTOR
604
LOCAL
SUBSYSTEM
EQUIPMENT
616
INTERACTIVE
CONTENT
DATABASE
644
LOCAL
INTERACTIVE
BROADCAST
SERVER
606
605
DATA
INSERTION
UNIT
608
607
609
TRANSMISSION
FACILITIES
620
611
CPE
248
628

FIG. 6

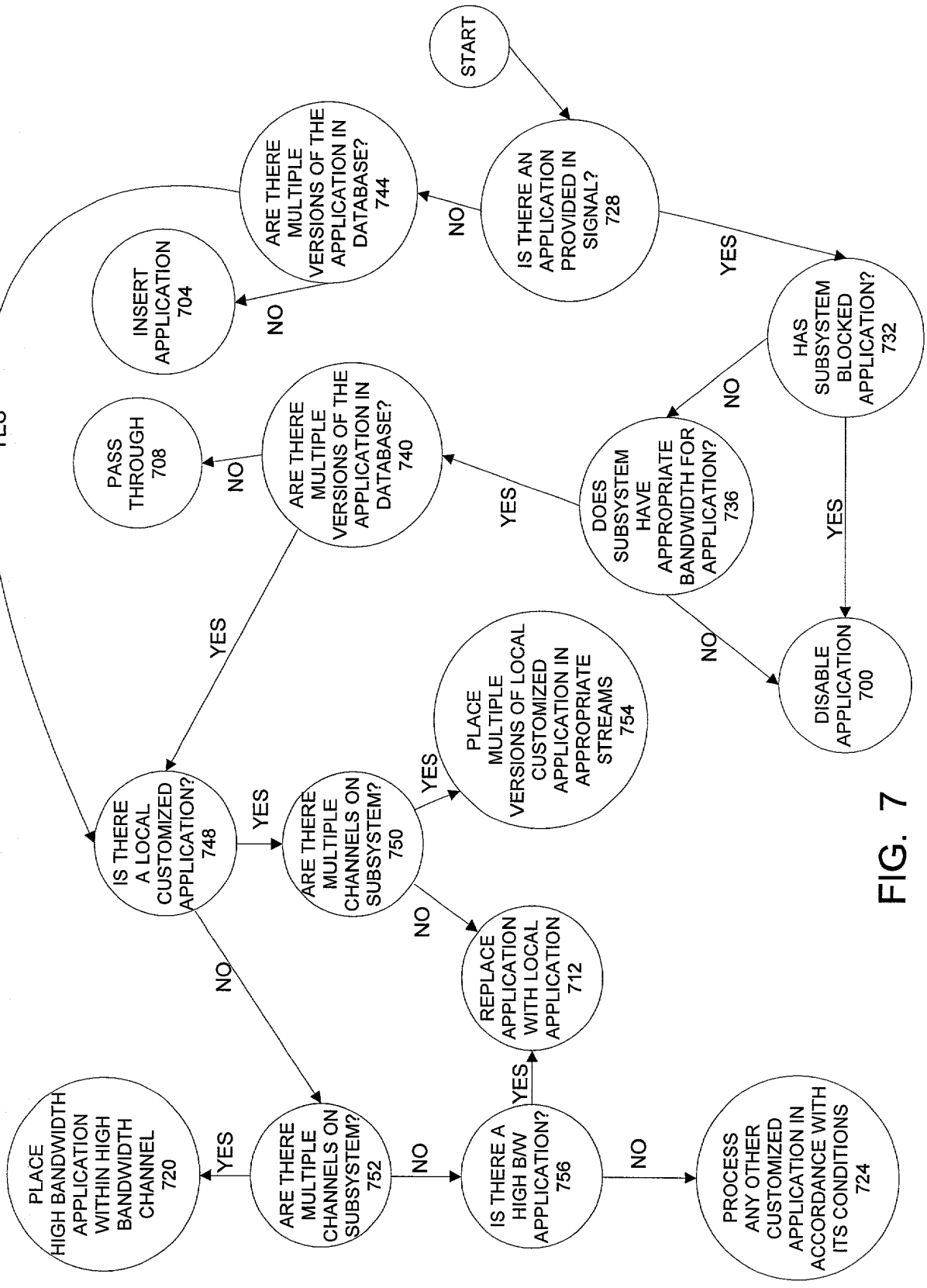

START
IS THERE AN APPLICATION PROVIDED IN SIGNAL? 728
YES
NO
HAS SUBSYSTEM BLOCKED APPLICATION? 732
ARE THERE MULTIPLE VERSIONS OF THE APPLICATION IN DATABASE? 744
INSERT APPLICATION 704
DOES SUBSYSTEM HAVE APPROPRIATE BANDWIDTH FOR APPLICATION? 736
ARE THERE MULTIPLE VERSIONS OF THE APPLICATION IN DATABASE? 740
PASS THROUGH 708
DISABLE APPLICATION 700
IS THERE A LOCAL CUSTOMIZED APPLICATION? 748
ARE THERE MULTIPLE CHANNELS ON SUBSYSTEM? 750
PLACE MULTIPLE VERSIONS OF LOCAL CUSTOMIZED APPLICATION IN APPROPRIATE STREAMS 754
REPLACE APPLICATION WITH LOCAL APPLICATION 712
ARE THERE MULTIPLE CHANNELS ON SUBSYSTEM? 752
PLACE HIGH BANDWIDTH APPLICATION WITHIN HIGH BANDWIDTH CHANNEL 720
IS THERE A HIGH B/W APPLICATION? 756
PROCESS ANY OTHER CUSTOMIZED APPLICATION IN ACCORDANCE WITH ITS CONDITIONS 724

FIG. 7

644, 646

LOCAL SUBSYSTEM DATA		
BLOCKED APPLICATIONS: ID173 ID199 ID84		
BANDWIDTH: 100MG or 100Mb		
MULTIPLE STREAMS: YES		
	COUNT FIELD	ID
ID222	2	ID0222A / LOCAL
ID211	1	
ID174	2	ID174A / DIGITAL

FIG. 8